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ABSTRACT

Preservation efforts are needed immediately to save a quarter of all the volumes housed in research libraries. These books are turning to dust because alum sizing was introduced into the paper-making process in the mid-1800s. The destruction of some books can be reversed through deacidification. The content of other books can be saved only by microfilming the books before they disintegrate. Most of the scholarly materials that have been printed in the United States were produced during the acid paper era. Because an estimated 78 million brittle books are on the shelves of American research libraries, universities are participating in a number of preservation initiatives. With assistance from the National Endowment for the Humanities, 20 large research libraries are in the process of microfilming three million volumes of these materials. Cooperation is a major focus in these and other efforts. Although preservation must be accomplished at the grassroots level, funding for grassroots efforts is scarce. To make a case for preservation support, archivists and librarians need to assess the current condition of their collections and plan for action. An accurate assessment of their needs is of paramount importance to planning for action and receiving funding. Parental institution or in-house support is the first step in establishing a successful preservation program. In competition for ever-restricted resources, preservation can be touted as an expenditure that will save great quantities of resources in the future. Faculty, alumni, and Friends groups are all good sources of support for preservation programs. Grants can also be sought for restoration and conservation projects of special collections that require more funding than the regular preservation budget can accommodate. (A description of fund-raising resources and ideas includes nine references to organizational and printed sources of information.) (KRN)

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IDEAS FOR PRESERVATION FUND RAISING:

A SUPPORT PACKAGE FOR LIBRARIES & ARCHIVES

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TO THE EDUCATIONAL RESOURCES INFORMATION CENTER (ERIC)"

This information package is the result of a request by Commission sponsors to develop a preservation fund-raising resource: A tool to be utilized by their own and other library and archive facilities. The package, compiled by Michael Miller (Commission Intern), is a point of departure for preservation fund-raising programs. The information and materials included are examples of initiatives that libraries have used to gain support for preservation. The package's flexible format is intended to invite the transfer, sharing, and addition of further materials for use in individual and cooperative efforts.

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A Call For Cooperative Action:

Have you seen a first edition copy of Emily Bronte's *Wuthering Heights*, or perhaps a 1847 edition of her sister's *Jane Eyre*? They are most likely in the same condition as Milne's 1926 *Winnie the Pooh* and Huxley's 1932 *Brave New World*: Dust. . . . Each copy slowly destroyed as it sits quietly unnoticed in the literature section of your library.

Libraries and archives around the world house the record of the human experience. It is from this information that we divine our future. Libraries and archives are charged with the well-being of this information bridging the passage of time to aid in the continued growth of our culture. As millions of books disintegrate on the shelves of libraries and archives throughout the world, their guardians are stepping forth to meet the challenges of preserving our collective memory.

The disaster we face is losing an enormous portion of our knowledge base. Over a quarter of all the volumes housed in our research libraries are brittle and turning to dust because alum sizing, used to improve printing characteristics, was introduced into the paper-making process in the mid-1800's. With a coordinated and cooperative national and international effort, this disaster can be halted and damages repaired. Not every volume in danger can be saved, but the core materials can.

Preservation efforts are needed immediately. . . . Each library and archive has a vital role to play in saving collections that are unique. Libraries and archives now need resources and assistance for these efforts from all concerned individuals and organizations. Only with resources and efforts beyond that of standard operations can our precious heritage be saved. These efforts need help because no preservation program can be truly successful in seclusion.

The Brittle Books Problem

Chemically speaking, **ACID** is a substance that is capable of forming hydrogen ions when dissolved in water. Such acids weaken the by-product of the plant fibers used in paper- making, called **CELLULOSE**. In order to halt the devastating legacy carried by acidic paper, it is imperative that the printing of all documents of importance be done on **ACID-FREE** paper. (Paper that has a **pH** of 7.0 or higher on a scale of 1 - 14.)

In an attempt to save knowledge that is already in danger, new techniques are continually being explored. **DEACIDIFICATION** is the technique by which acidic paper is treated with **ALKALINE** substances, (substances with a pH greater than 7.0), in order to make it **CHEMICALLY STABLE**, hence not easily decomposed. This process also leaves behind an alkaline reserve that acts as a **BUFFER** which protects treated materials from 'reinfection' by coming into contact with other materials that are still acidic (**ACID MIGRATION**).

Printing on alkaline paper is the first step in halting imminent disaster. Alkaline paper is easily obtained, no more expensive than acid paper and its production is safer for the environment than the production of acid-based paper. Together, alkaline printing and deacidification can halt the disaster. One problem still remains, that of the irreparable damage already done.

The **BRITTLE BOOKS** are those volumes whose content must be captured before the books disintegrate on the shelves in our libraries. Because the damage is irreversible, new formats must carry the knowledge stored in those books. As of yet, **MICROFILMING** is the chosen format used to capture dying texts. It is still the most stable and economical means to aid in saving our collective memory.

Do not let the word 'economical' fool you. With an estimated 78 million brittle books on the shelves of American research libraries alone, and an estimated 60 dollar cost to microfilm each one, the monetary resources required for preservation initiatives are great and will remain so for several years.

National And Local Initiatives

Most of the scholarly materials that have been printed in the United States were produced during the acid paper era: Most of those materials are slowly burning away on our shelves. Because of the enormity and urgency of the brittle books problem in the United States, a large number of universities are presently participating in a number of national preservation initiatives. Support for these initiatives has come from government agencies and private foundations. With assistance from the National Endowment for the Humanities, twenty large research libraries are in the process of microfilming three million volumes of these brittle materials over the course of the next twenty years. Selection of these materials is done through the cooperative efforts of librarians and scholars. Standard bibliographic information is recorded in commonly-used databases for all books chosen to be microfilmed. In this way, librarians avoid duplication of microfilming and establish access to the products. This cooperative system is the first of many efforts that are needed to save our collective memory.

The idea of enhanced access to materials in user friendly formats is a major concern. One proposal suggests the possiblity of access through a central distribution center. Meanwhile, developments in reformatting technology continue. For archival purposes, master copies of all microfilms could be kept in a central climate-controlled, secure facility.

As preservation efforts in the U.S. continue to expand in scope, cooperation becomes a major focus among archives and libraries of every type within the country. The need to halt the problems that cause short life-spans of information materials is paramount. This task must be accomplished at the grassroot level. Production must be of enduring quality, storage must be in stable, secure environments, and handling must be of the most respectful nature. Additionally, the education of personnel at every level is imperative. It is the vital responsibility now of each individual library or archive to carry forth these initiatives.

It is also at this grassroot level where the resources for preservation have become scarce. Therefore, support generated within each institution becomes imperative. To make a case for preservation support, each archivist and librarian needs to assess the current condition of his or her collections and facilities, note the preservation initiatives that are or are not currently in effect, and provide for the proper steps that need to be taken in strengthening the collection. As the foremost stewards of knowledge and resources for learning, librarians and archivists have assumed an ethical responsibility to maintain an effective preservation program.

Your Fund-Raising Needs

According to the Association of Research Libraries, Office of Management Services (OMS), the success of a preservation program is often directly proportionate to the extent of planning and systematic needs assessment that precedes action. Successful preservation programs translate into the acknowledgement by parent and concerned institutions of the need to support preservation efforts, financially and otherwise.

Initially, that support is hard to obtain, but afterward success breeds further success. To gain initial support, extensive preparation is needed. A librarian's or archivist's arguments and rationale applied to an accurate assessment of current conditions and needs is of the highest priority. OMS cites the following requirements as central to the planning of a preservation program:

1. Identify and assess your preservation needs.
2. Relate needs to organization's mission / set priorities.
3. Identify and examine current preservation activities.
4. Define needed preservation functions / determine overall organization of preservation activities.
5. Determine and allocate resources.
6. Create a formal plan to improve your preservation program.
7. Develop an implementation strategy.

With planning information in hand, in addition to the information provided in this and other similar publications, an archive or library can approach prospective funding sources with an undeniable cause for support. Solicitations for preservation fund-raising support can be carefully fashioned for each specific audience being addressed, since moral responsibilities change among audiences — as do the benefits that are derived from participating in your preservation program.

Approaching Your Audiences

Parental institution or in-house support is the first step in establishing a successful preservation program. The audiences addressed in this case most probably will be the administration and/or the development office. Each of these bodies can be made aware that the library or archive is a vital part of the infrastructure of the institution. If the resources within that facility are allowed to deteriorate, the institution is failing in its mission and abusing its assets.

In competition for ever-restricted resources, the preservation program can be touted as an expenditure that will save great quantities of resources in the future. Additionally, a collection can only become more valuable as it is strengthened. Thus, the institution becomes a vital resource in an ever-increasing interdependent community. The more it contributes to cooperative efforts in preservation, the more resources it will be able to provide.

All parties with vested interests in the resources can be approached for preservation programming support. Faculties can be made aware of how their resources are dying and what is being done to save them. Faced with the grim realization that further scholarship will be hampered greatly without these historical and vital materials, they serve as strong advocates, influencing the administration to invest in the future through preservation programming support.

An institution's alumni are further prospects for preservation fund raising. They, in their allegiance to their alma maters, can enjoy the satisfaction of being able to support any number of initiatives that your preservation program might suggest: satisfaction that comes from knowing that they are contributing invaluable and timeless resources that will benefit scholarship and mankind. Furthermore, a planned giving program can ensure years of support from willing individuals provided the donors are recognized accordingly.

Collections of every type can benefit from the resources generated by Friends groups. The 'Florence Nightingales' of our collections, including the students, faculty, alumni, local community members and local legislators, all cherish the valuable collections they use. They are also effective advocates in relating the dangers of lost knowledge and the many implications this has on scholarship in a free society. These groups can raise funds for immediate use by preservation administrators.

Explanations of preservation activities and requests for funding can be published in alumni magazines and in Friends newsletters. Formal requests for funding from parent institutions are most convincing when they include a solid explanation of preservation programming progress and a statement of intent for the allocation of the funds being sought.

Another important resource that must be fully exploited in the race to save our precious treasures are grants. Grants are available on a local level, through community foundations. There are also state and federal resources that can be utilized. Grants can be used for restoration and conservation projects of special collections that require more funding than the regular preservation budget can accommodate.

Resources

Fund-raising resources and ideas can be found in a variety of publications. Series in professional journals are most often written by experts in the field. One such series appeared in the May 1990 issue of *Case Currents* about planned giving programs. The same journals as well as other professional publications offer reviews on resources that are appropriate for your needs. Some titles on fund raising that have been reviewed recently are *Fundraising for Non-profit Institutions*, edited by Sandy F. Dolnick; *Grants for Libraries: A Guide to Public and Private Founding Proposal Writing Techniques*, by Emmett Corey; and *Library Fund-Raising: Vital Margin for Excellence*, edited by Sul H. Lee.

Professional organizations also provide excellent resources for fund-raising ideas. Again, experts share their knowledge at national and regional professional conferences and seminars. Finally, announcements and publications covering grant resources, availability, and activity are useful tools to the preservation administrator. Resources such as the *Federal Funding Guide*, from Government Information Services; *The Foundation Grants Index Quarterly*, from the Foundation Center; and various collections of resources produced by special organizations like the National Committee for Responsive Philanthropy can all give valuable information needed in the arena of fund raising for preservation. The OMS Spec Kit 146, entitled *Library Development and Fund Raising Capabilities* (July-August 1988), and the 1986 ALA publication *The Library Preservation Program: Models, Priorities, Possibilities* (Jan Merrill-Oldham and Merrily Smith, eds.), are both examples of such collections.

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